

BUY ALGOMA, BUY LOCAL



Membership Program

2020 - 2021

Membership Program

PROGRAM OVERVIEW

Buy Algoma, Buy Local is a regional branding and marketing program to promote local food and drink in the Algoma region. The program was initiated by **The Rural Agri-Innovation Network (RAIN)**, a division of Sault Ste. Marie Innovation Centre, a non-profit organization focusing on enhancing the agri-food and food sectors in Algoma.

OUR INITIATIVES:

Branding: Build a recognizable brand in the region, representing local food and drink products and experiences.

Marketing: Promote Algoma as a place to enjoy local food and drink.

Community Development: Develop partnerships with community supporters and organizations, growing the local economy and regional food system.



Market Development: Provide workshops and resources for the growth and development of businesses, and the agri-food and food sectors in Algoma.

Capacity Building: Assist businesses in obtaining, improving, and retaining the skills, knowledge and tools required to offer successful and valuable local food and drink products and experiences.

Event and Experience

Coordination: Facilitate successful local food and drink events in the region through coordination and management.



Membership Benefits

Buy Algoma, Buy Local connects locals and visitors to:

- What is grown, harvested and raised in the region
- Local food and drink products that reflect the region's history, heritage and culture
- Unique, authentic, and memorable eating and drinking experiences across the region

We have over 50 members from the region including: farmers, producers, fishers, foragers, chefs, artisans, winemakers and more.

Website

Promote your business with an **online business listing and profile** that includes a description of your business, contact information, website, social media platforms and a listing on our local food map.

Promote your business through our online **featured events and experiences**, highlighting local food and drink events and experiences across the region (e.g. tours, tastings, dinners, events, festivals, etc.).

Promote your business through our bi-weekly **local food and drink blog**; highlighting members, recipes, events and experiences. Written by Sandra J. Trainor an influential blogger.

New website coming May 2020

Algoma's Local Food & Drink Guide

Promote your business in the **Algoma's Local Food & Drink Guide**; connecting locals and visitors with information on where they can taste, shop and experience local food and drink in the region.

Members will have the opportunity to be included in **featured articles**; sharing the story behind your business. Written by **Sandra J. Trainor**, an influential blogger.

Additional **advertising** space will be available for purchase.

Please note: In light of the current circumstances with COVID-19, we will create an electronic version to distribute at this time.

Social Media Marketing

Promote your business through our **social media platforms** (Facebook, Instagram and Twitter).

Promote your business by engaging in various social media **marketing campaigns** launched throughout the year.

Videography

Promote your business through various **videography** opportunities produced by **BrassRing Productions**; highlighting local food & drink in the region. Brass Ring Productions, a boutique video company in Sault Ste. Marie, Ontario, delivering quality HD and 4K videos both locally and regionally.

Events and Experiences

Promote your business at various **events and experiences** across the region. This year, we are partnering with several organizations to create memorable local food and drink events and experiences. For an event to be promoted through the Buy Algoma, Buy Local program at least 75% of food must be procured from the Algoma region and 50% from our Buy Algoma, Buy Local members.

Local Food Ambassador Program

Connect with people who believe in the Buy Algoma, Buy Local brand and have a passion for local food and drink. Our goal with the program is to recognize those making an impact in our region, create a sense of community and inspire others.

Buy Algoma, Buy Local Decal

Connect with customers by displaying the Buy Algoma, Buy Local **decal**, representing high quality local food and drink products and experiences. When people see the decal, they know that you're either producing, selling or serving local food at your business.

Buy Algoma, Buy Local Network

Connect through our Buy Algoma, Buy Local **network** of producers, processors, farmers' markets, restaurants, retailers, and community supporters and organizations.

- Collaborate with other Buy Algoma, Buy Local members creating a value chain (farm to table) throughout the region.
- Connect with our Buy Algoma, Buy Local customers and consumers that we connect with on a daily basis.
- Have an idea? We want to hear it! Connect with us on how we can continue to grow this program together.

Newsletter

Connect with customers through our e-newsletter; highlighting members, local food and drink products and experiences seasonally (spring, summer, fall, winter).

Toolkit, Resources and Workshops

Grow your business through our **membership toolkit**; providing insight into how to communicate, collaborate and engage with the program.

Grow your business through our **membership resources**. Materials to help your business grow and thrive in the region (e.g. branding, marketing, market-readiness, etc.).

Grow your business at various **workshops**; engaging members in further developing skills, knowledge and tools in the agri-food and food sector.



"Culinary activities such as "trying local food and drink" is one of the top leisure travel activities that travelers choose to do when visiting."

- Destination Canada

Social Media Highlights

2019 – 2020

4.4K

FOLLOWERS

OVER 4.3K FOLLOWERS IN TOTAL ON FACEBOOK, INSTAGRAM AND TWITTER

8.1K

ENGAGEMENTS

OVER 8.1K ENGAGEMENTS IN TOTAL ON FACEBOOK, INSTAGRAM AND TWITTER

300

POSTS

OVER 300 SOCIAL MEDIA POSTS IN TOTAL ON FACEBOOK, INSTAGRAM, TWITTER.





Membership Fee and Payment

\$75 INCLUDING HST
(One Year Membership)

We understand that this is a very difficult time for local businesses. In light of COVID-19, we've arranged to have the following payment options available:

(1) Pay \$75 (including HST) in full by May 11th, 2020

(2) Defer payment of \$75 (including HST) until October 11th, 2020

BECOME A MEMBER

Visit our website to apply today or contact us to receive a printable copy.

www.buyalgoma.ca/becomeamember

- (1) Fill out the application form
- (2) Read the membership criteria
- (3) Choose your payment option

Please note: application forms are due **May 11th, 2020**

CONTACT US!



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